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Message Text

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PAGE 01 SOFIA 01204 120943Z

15
ACTION EUR-25

INFO OCT-01 ISO-00 COME-00 EB-11 SIL-01 LAB-06 DRC-01

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---------- 069587
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FM AMEMBASSY SOFIA
TO USIA WASHDC PRIORITY
INFO SECSTATE WASHDC 6992

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E.O.11652: N/A
TAGS:BEXP,BU, US
SUBJECT: PLODIV FAIR: OPENING DAY

USIA FOR ICS/E-DAVIS

FOL TEL SENT ACTION USINFO INFO SECSTATE WASHDC REPEATED FOR YOUR INFO:

QUOTE

1. PLODIV, SEPTEMBER 2-BCP CENTRAL COMMITTEE STATE SECRETARY AND STATE COUNCIL CHAIRMAN TODOR ZHIVKOV, ACCOMPANIED BY A LARGE ENTOURAGE OF GOVERNMENT AND PARTY OFFICIALS, VISITED THE AMERICAN PAVILION THIS AFTERNOON AFTER THE OFFICIAL OPENING OF THE 29TH PLOVDIV INTERNATIONAL TRADE FAIR.

2. AMERICAN CHARGE D'AFFAIRES HELENE BATJER WELCOMED ZHIVKOV AT THE ENTRANCE TO THE PAVILION AND INTRODUCED THE OFFICIAL U.S. REPRESENTATIVE TO THE FAIR, CONGRESSMAN ELFORD A. CEDERBERG (R-MICHIGAN), MRS. CEDERBERG. AMERICAN PAVILION DIRECTOR KENNETH NIGLIS AND USIA ASSISTANT DIRECTOR FOR THE SOVIET UNION AND EASTERN EUROPE JOHN W. SHIRLEY. CONGRESSMAN CEDERBERG THEN CONDUCTED CHAIRMAN ZHIVKOV ON A 10-MINUTE TOUR OF THE U.S. EXHIBIT, "AUTOLIFE USA", POINTING
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PAGE 02 SOFIA 01204 120943Z

OUT AND EXPLAINING SOME OF THE HIGHLIGHTS.

Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

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3.CHAIRMAN ZHIVKOV SEEMED PARTICULARLY INTERESTED IN
THE DRIVING TRAINING UNIT AND THE STEWAR-WARNER LIFTS ON
DISPLAY IN THE FULL-SCALE MOBIL GAS STATION IN THE AUTOSERVICES
SECTION OF THE EXHIBIT WHERE HE AND CONGRESSMAN CEDERBERG
AND MISS BATJER HAD A BRIEF AND SPIRITED DISCUSSION
ABOUT HOW US-BULGARIAN TRADE SHOULD DEVELOP.

4. IN ADDITION TO THE GAS STATION, COMPLETE WITH SERVICE BAYS,
AND THE DRIVER TRAINING UNIT, THE AMERICAN EXHIBIT INCLUDES
DISPLAYS OF ACCESSORIES AND AUTOMOTIVE TOOLS.

5. THE KEY PART OF THE AMERICAN PARTICIPATION AT PLOVDIV
IS THE DEPARTMENT OF COMMERCE'S BUSINESS DEVELOPMENT OFFICE
AND LIBRARY WITH A COLLECTION OF OVER 250 CATALOGUES FROM MORE
THAN 100 AUTOMOTIVE COMPANIES WHERE TWO COMMERCE DEPART-
MENT REPRESENTATIVES ARE PREAPRED TO ANSER QUESTIONS AND
PUT PROSPECTIVE BULGARIAN TRADING PARTNERS IN TOUCH WITH
APPROPRIATE AMERICAN FIRMS.

6. TWO TWO-DAY SEMINARS ON "TRAINING FOR AUTO SERVICE"
ORGANIZED BY THE U.S. DEPARTMENT OF LABOR WILL ALSO
TAKE PLACE IN PLOVDIV DURING THE FAIR.

7. THE PLOVDIV FAIR WILL REMAIN OPEN TO SPECIALISTS AND
THE GENERAL PUBLIC THROUGH SEPTEMBER 10.BATJER UNQUOTE
BATJER

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